

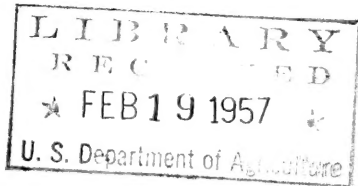
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1957

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Violet Treasure House

Right Down Town Across from Post Office
SPRINGDALE, ARKANSAS



RETURN POSTAGE GUARANTEED

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Violet Treasure House

Right Down Town Opposite Post Office
SPRINGDALE, ARKANSAS

One list yearly

Spring-Fall 1957

Minimum order shipped \$5.00; ADD \$1.00 TO EACH ORDER to help on postage and packing costs; we pay Special Delivery.
FREE GIFTS: May NOT be NEW varieties; gifts from older varieties only. No gifts on orders less than \$10.00. Select \$1.00 value gifts for \$10.00 or more order; \$2.00 value for \$15.00 or more order. Name second choices on gifts; please.
ABBREVIATIONS: LP larger plants; YP young plant; SP small plant; L leaf fresh cut; LS leaf-setting of plantlets.
(PLEASE NAME SECOND CHOICES)

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T-V VALLINPINK—deepest pure pink single, frilled chartreuse edging. We visited Mrs. George S. Vallin, Beaumont, Texas, in February 1956, and selected this as the loveliest of all her gorgeous pinks! Beyond words. L. \$1.00; no LS; YP \$2.50
NOTE: We will introduce T-V VALLINPINK, in \$2.50 and \$3.00 plants, at the KANSAS CITY VIOLET HOLIDAY, February 23-24, in Little Theater of Municipal Auditorium, 13th & Wyandotte, Kansas City, Missouri.

T-V PINK MARGARET—heavy blooming single pink, not frilled; fast grower; excellent habit. L. .75; no LS; YP \$1.50
T-V SCANDAL—single bright dark blue, frilled white edging; the noted Vallin waving foliage. L. 1.00; no LS; YP 2.50
T-V TEA TIME—single frilled mulberry shade; typical beautiful Vallin foliage. L. 1.00; no LS; YP 2.50
T-V WHISPERS—large double white with blue shadings, frilled; fluted apple-green foliage. L. 1.00; no LS; YP 2.50
CLARISSA HARRIS—lovely fringed pink named by Mrs. Vallin in honor of Mrs. C. Holmes Harris of Los Angeles;
Blue Ribbon winner at 1956 National; only few plants can be offered. L. 1.00; no LS; SP 2.50
BEAU BRUMMEL—huge double bicolor reddish orchid; semi-heavy foliage; good bloomer; outstanding. L. .75; no LS; YP 1.50
DRESDEN DREAM (Registered by Lakins, Bloomington, Ill.) frothy pink single, dark waving foliage. Only Cut Leaf 1.00
GIANT KILLER—huge double pink; semi-heavy foliage; eye-catcher of all double pinks. L. .75; no LS; YP 1.50
KING RICHARD—huge double bicolor red; semi-heavy foliage; outstanding in any collection. L. .75; no LS; YP 1.50
LYONS new star-shaped blooms—BLUE STAR better fol. than S. Sapphire; and PINK STAR exquisite. Only Cut Leaves .75
MAD HAT—lovely deep pink double on dark green pointed girl foliage; heavy bloomer; splendid. L. .50; no LS; YP 1.00
MAGNIFICO AMAZON—huge bicolor purple-orchid; symmetrical growth; every one loves it. L. .75; no LS; YP 1.50
MISSY CROSSPATCH—deep orchid cross or star overlaid on lighter orchid; dark green girl foliage. L. .75; no LS; YP 1.50
PINK BABYBREATHE—lovely crested blooms in pink-white combination; girl foliage. L. .50; LS 1.00; P. .75, 1.00, 1.50
PINK TALLY-HO—large double pink; smooth leaf, slight tendency to spoon; desirable. L. .50; LS .75; P. .75, 1.00, 1.50
WINTERY ROSE (Wilson)—a very good double red Geneva type you've all been asking for. Only Small Plants 1.00
(T-V Flirty Eyes, T-V Pink Playboy and T-V Seven Veils cannot be offered this year, as we had hoped)

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PRIZE ANNOUNCEMENT: Because we introduced the T-V's at the Kansas City Show last year, we are going to offer this year at the KANSAS CITY VIOLET HOLIDAY February 23-24, a cash prize of \$15.00 to the person bringing T-V varieties to that Show totaling the highest number of points; and a second cash prize of \$10.00 to the person bringing T-V varieties to that Show totaling the next highest number of points. A collection of 5 T-V plants might total higher points than a collection of 7, if the plants were more perfect; highest number of points scored by the T-V collection you bring will determine. You might drop BILL SMITHSON, Show Chairman, 5007 Chestnut, Kansas City 30, Missouri, a card, listing the T-V varieties you plan to bring to the VIOLET HOLIDAY, so that they can have lists all ready for the Judges, to expedite the judging all possible. The Kansas City Show is always worthwhile; you're sure to enjoy the VIOLET HOLIDAY.

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GROUP 1. No gifts. See last year's price list for complete description. L. .50; LS 1.00; SP .75; YP \$1.00; LP \$1.50
T-V BEAUMONT BEAUTY—white, bl. mrk. T-V JEALOUSY—dbl. purple; frilled. T-V ROSE PROM—single r., green edg.
T-V BUBBLES—double ight blue. T-V MAMBO—double light blue. T-V SPRING FINERY—sing. wh., edged.
T-V BUNNYHOP—miniature; sing. rose. T-V PATIO DANCE—dbl. dk. blue; fine. T-V STAGESTRUCK—sing. fr. dk. blue.
T-V CHAPERONE—double orchid T-V PERT—dbl. white. color mrkd. T-V STAG LINE—crested dark blue
T-V CUT VELVET—dbl. red; green edg. T-V ROSE FRILLS—fr. single rose. T-V SUMMER CLOUD—dbl. light blue
T-V HANDSOME—sing. purple; dk. fol. T-V ROSEFROTH—sing. wh., rose edg. T-V SUMMER DREAM—fril. dbl. lav.
T-V JAZZ—frilled dbl. dark blue. T-V TEXAS GOLIATH—single orchid
T-V ROSY SNOWSTORM—frilled double white, rose marked. L. .75; few LS 1.00; YP \$1.50
T-V SWIRLING PETTICOATS—single dark blue; beautiful foliage; give strong light. L. 1.00; no LS; YP 1.50

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GROUP 2. Asterisk * marks new varieties. NO LEAF SETTINGS on this group until mid-May. Cut Leaf 50c; Plants 75c and \$1.00 sizes.
*ALL AGLOW SUPREME—sing. dk. pink; \$1.00 P. only. MELODY—double lavender.
*ANGEL LACE—white, fr. bl. edge; only SP 75c. *MIDNIGHT LADY—fine double purple girl.
ANNABELLE LEE—dbl. orch. girl; \$1.00 P. only. *MINIATURE DOUBLE FANTASY GIRL—\$1.00 P. only.
ATOMIC PINK—single pink; \$1.00 P. only. MINNEAPOLIS—miniature dbl. pink, \$1.00 P. only.
*AZTEC (Tonkadale)—dbl. orchid; \$1.00 P. only. MISS NEW YORK—dbl. lavender; heavy bloomer.
BECKY SHARPE—sing. pink girl; \$1.00 P. only. NAVY BOUQUET—double dark blue.
BLUE DART—dart shape leaf; dbl. dk. blue. *NOMEY (Tonkadale)—red-edged white single.
*BLUE NOCTURNE—fr. dbl. med. blue; P. 75c and \$1.50. *NORTHERN FANTASY—double Fantasy, plain leaf.
*BLUE PINK (Lyon)—dbl. cerise girl; only L. 75c. OHIO BOUNTIFUL—excellent double pink.
BRUSSELS SPROUTS—dbl. purple; \$1.00 P. only. OLD FASHION (Lyon)—fine double deep pink.
CORDOVAN QUEEN—fr. dk. red sing.; \$1.00 P. ORDALIA (Tonkadale)—splendid double orchid.
*DEE SIX (Lyon)—dbl. pink girl; splendid. PACIFIC BEAUTY—huge dk. blue single girl.
DOUBLE ARBUTUS—double deep pink. PANSY DUPONT—huge single orchid-lavender.
DOUBLE ONE SUPREME—large double blue; fine. PICADILLY—fine double pink girl; tops.
DOUBLE ORCHID PRINCE—best double red; tops; this is a *PINK CLOUD AMAZON—huge dbl. pink; only L. 75c.
MUST in any collection. PINK CUSHION—excellent double pink.
DOUBLE PEACH BLOSSOM—\$1.00 P. only. PINK ECSTASY—splendid single pink.
DOUBLE PINK BOY—sp'endid; 75c P. only. *PINK FIGURINE—fine sing. pink girl; only L. 75c.
DOUBLE PINK BROTHER—75c P. only. PINK IDEAL—double light pink.
DOUBLE PINK SISTER—dbl. pink girl; lovely. *PINK MAMBO (Lyon)—fine deep pk. dbl. girl; \$1.00 P.
DOUBLE POLAR ICE—dbl. white, dark fol. *PINK SWAN (Rosonna)—double pink girl; only SP 75c.
DOUBLE PORTLAND ROSE—few \$1.00 P. only. PRIMA DONNA—huge double lavender.
DOUBLE WINE VELVET GIRL—fine dbl. red. RED CAP—good single red.
DCPONT NO. 3—huge single light blue. *ROSONNA BURGUNDY—lovely double orchid girl.
*FAIRY QUEEN (Wilson)—frill. dbl. white, mrkd. ROSE PINK BOUQUET—heavy blooming double.
FROSTED BLUE LACE—single frill. dk. blue. ROSEWING—single white, rose marked; frilled.
FROSTED MADONNA—frosted effect girl fol. RUFFLED DAYDREAM (Hines)—frilled dbl. lavender.
GIANT PURPLE MONARCH—huge single purple SABRE DANCE—Sir Lancelot Sup., huge bicolor; \$1.00.
*GISELE (Lyon)—dbl. pink girl; only L. 75c. *SEA SPIRIT—lovely dbl. fr. white, col. edg. \$1.00.
GOLIATH (Wilson)—big double dark blue. *SEQUOIA (Pendleton)—huge 2" dk. blue single girl.
*GRACE POPE (Tonkadale)—fine dbl. orchid. SCOOPED BEAUTY—lovely vareigated spooned leaf.
*GRAND CHAMPION (Lyon)—dbl. pink, plain leaf. *SHOCKING AMAZON—large intense pink single, \$1.00.
GRENADIER (Richter)—huge dbl. tu-tone orch. SHOW EMPRESS—big double orchid.
HARVEY—slick dark green leaf, red-backed. SHOW PROMISE—huge double blue.
HI-LOA COBALT—frilled medium blue. SPOONED WINE DOUBLE—desirable double red.
HI-LOA LIGHT BLUE—frill. tu-tone light blue. STAR SAPPHIRE—SP 60c only.
HI-LOA LIGHT BLUE AMAZON—beautiful. *TENNESSEE DEBUTANTE (Nichols)—red bicolor girl \$1.00.
HI-LOA PURPLE AMAZON—big fr. purple sing. *THUNDERHEAD—gigantic single white; SP 75c and \$1.50.
*HOLLY HALO (Hasenyager)—lovely lt. blue; different; we offer VIOLET BOY (Lyons)—fine violet single.
only L. 75c. VIOLET DANCER—frill. violet single, only \$1.00 P.
INNOCENCE—single white, \$1.00 P. only. VIOLET DOGWOOD SUPREME—handsome; great demand.
LADY ELAINE—lovely bicolor girl. *WHITE GOLD (Tonkadale)—double white.
LADY IN WAITING—huge single lav. girl. WIFF—single red, hint of white edging.
*LAVENDER BEAUTY AMAZON—huge single lav. WILDROSA (Lyon)—deep pink double.
MAGNIFICO—lovely old favorite; only L. 40c. WINTERGREEN—var. foliage; only \$1.00 Plants.
*MARY THOMPSON—huge dbl. lav.; SP. 75c and \$1.50. WINTRY NITE—var. foliage, dbl. dk. blue, \$1.00 P.

(Leaf Settings in most of above varieties available after May 15, 75c per LS)

(TURN OVER PAGE for Group 3, which includes some new varieties)

GROUP 3. Asterisk * marks newer varieties. Cut Leaf 40c; LS 60c; Plants in 50c, 75c and \$1.00 sizes.

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| <p>AIR WAVES—frilled double white; lovely.
 *AMAZIA (Lyon)—single white, blue edged; girl.
 APRIL SHOWERS—double lavender; spooned foliage.
 BERNICE—double light blue.
 BLACK CANASTA—double dark blue; girl foliage.
 BLACK MAGIC—fine double dark blue.
 BLUSHING—splendid double white; prolific.
 BOYCE EDENS—lavender bicolor single.
 BRONZETTA—red single; colorful dark girl foliage.
 CHASKA (Tonk.)—splendid double orchid.
 *DAISY MAE (Lyon)—single white, blue edg.; girl.
 DOUBLE PINK CHEER (Lyon)—deep pink double.
 DOUBLE WINE VELVET GIRL—lovely double red girl.
 *ESTHER WILLIAMS (Wilson)—single pink, dark foliage.
 GEORGIA PEACH—very deep pink single.</p> | <p>HOOSIER PINK (Wilson)—deep pink double; lovely mature plant.
 MADONNA—double white, dark green girl foliage.
 MISS CATHY—lovely single pink girl.
 PAINTED BOY—single white, blue edging.
 PINK ANGEL—single pink; very handsome big plant.
 PINK CLOUD—fine large double pink.
 PINK ENCHANTRESS (Wilson)—a lovely double pink.
 PINK CORAL QUEEN—lovely dark girl leaf; single pink.
 PINK O WINK (Bud)—double pink girl.
 *PINK WALTZ (Bud)—one of best dbl. pinks; blackish foliage.
 SHOW MAN—large single white.
 SNOW FAIRY—lovely double white girl.
 SNOW PRINCE—fine single white.
 WAVERLY—lovely frilled single light blue.
 WHITE PRIDE—very nice double white.</p> |
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GROUP 4. Asterisk * marks new varieties. Cut Leaf 50c; LS 75c; Plants in 60c, 75c and \$1.00 sizes.

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| <p>*BETTY BOOP (Lyon)—lovely pink girl; L. only.
 BLUE LADY—large single light blue; no LS.
 *CAMELLIA (Lyon)—fine double pink girl; lovely.
 *CHERRY PINK (Wilson)—very fine double deep pink.
 CHRISTINA—large lt. blue; only L. and \$1.00 P.
 *CYDONIA (Tonk.)—large wavy double dark blue.
 EVELYN JOHNSON (Lyon)—a best double pink girl.
 *FANTASY TRAIL (Lyon)—newest trailing plant, with lovely single Fantasy bloom.
 FRIVOLETTA (Tonk.)—lovely frilled double orchid.
 HIGH NOON—lovely single red girl, blooms high.
 HOLIDAY (Lions)—lovely double cerise.
 INDISCREET—very good dbl. lav., dark foliage.
 *LONGIFOLIA DOUBLE BLUE (Lyon)—new spider foliage with large double blue blooms; cut L. only.</p> | <p>*LONGIFOLIA DOUBLE RED (Lyon)—new spider foliage, with double red bloom; we offer cut Leaf only.
 *LOVELY LADY (Wilson)—topnotch double pink! Heavy bloomer. Many write this is one of best performers of all.
 *MAMSELLE (Lyon)—gorgeous dbl. pink girl; one of the best.
 METEORE (Tonk.)—excellent double orchid; only L. & \$1.00 P.
 *MINNESOTA (Tonk.)—lovely double deep pink; dark foliage.
 *PINK CAMELLIA (Tonk.)—huge light pink double; fine.
 *PINK CUPID (Bud)—large dbl. pink girl; no 60c or 75c plants.
 *PINK PUFF AMAZON—gigantic blooms; we offer cut L. only.
 ROCHESTER—huge double red.
 *RED LARK (Hasenyager)—nice single red girl; semi-min.
 *ROYAL BOUQUET—very large double dark blue, frilled.
 SHEER DELIGHT (Hines)—fringed double red; lovely.
 TENNESSEE ROSE (Nichols)—single pink; good bloomer.</p> |
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GROUP 5. Just received from Grangers, on which we can offer ONLY CUT LEAF 75c.

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| <p>LORNA DOONE—ruffled double wine bicolor.
 PINK CARESS—frilled deep pink single, dark foliage.
 STRIKE ME PINK (Bud)—deep pink double girl.</p> | <p>TWINKLE TOES—cupped white single; frilled lilac edge.
 WHITE ORCHID—heavily fringed white single; dark foliage.
 WHITE PUFF—ruffled white double; wavy foliage.</p> |
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- (Blue Nocturne, Mary Thompson, Royal Bouquet, Sea Sprite and Thunderhead huge white, offered in other groups)

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WHOLESALE LIST—we issue none. **OUR SPECIAL:** Our selection of variety, nice plants, 40c each, via Express, you to pay Express charges. By Parcel Post, 50c each, PLUS \$1.00 PER ORDER to help on packing-postage cost; we pay Special Delivery. If there are varieties you don't want included, such a list **MUST BE IN ALPHABETICAL ORDER** so that I can quickly refer to it every time I pull a plant. I will not take time to look at a list not in alphabetical order.

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PLANT MARVEL 35c, 80c, \$1.35 with plant orders; if alone add 25c for packing-postage costs. Resembles orange Jello.
ZINC METAL STAKES 1c each. Bend down over pot, out of way of foliage. To clean zinc labels, soak in vinegar (or light acetic acid solution) over night to oxidize metal to "loosen" writing; scour; if too slick to write on now, drop back in vinegar (or acetic acid solution) a few hours to oxidize metal slightly to make a satisfactory writing surface.

IMPROVED ISOTOX-M spray (contains 12½% Malathion and 5% Lindane) with plant orders \$1.35; if ordered alone \$1.60. Gets mites or mealy bugs like magic. Use only **ONE TEASPOON** to the gallon of water; spray plants thoroughly and set in shade to dry. Mix fresh spray each time and spray plants every 7th day until you have sprayed them five (5) times, spaced exactly 7 days apart. We prefer **IMPROVED ISOTOX-M** instead of Malathion because it is twice the value—you get a 4-ounce bottle of **ISOTOX-M** for \$1.35, whereas you get only a small 2-ounce bottle of Malathion for the same cost; moreover, Malathion smells like rotten eggs and the smell of **Isotox-M** is not so bad; and **ISOTOX-M** will get every form of insect life that Malathion will get. We do not handle Malathion any more, because we feel **ISOTOX-M** the better value.

(We do not recommend **NNOR** now at all, and have not for a few years—ever since the superior **ISOTOX-M** and **MALATION** came on the market. A bulletin which we put out on **NNOR** a few years ago (before the day of **ISOTOX-M** and **MALATION**) was recently published; we did not know this was going to be done. We say this purely in explanation—NOT in criticism! Probably we are at fault in not keeping people informed on later sprays as they have been developed; it has not been a lack of desire to be cooperative—just so busy we let things slip by. But you will notice on past price lists, we have not offered **NNOR** for some time.)

Actually, exhaustive tests by experts have shown **ENDRIN** to be the best control for mites in greenhouses, with **KELTHANE** a close second in efficiency; but neither of these products is recommended for home use. They are not even offered in small sizes. **MALATION** and **ISOTOX-M**, of practically equal value, are quite effective, and they are safe for home use when reasonable precautions are taken. The directions given above apply to either Malathion or **Isotox-M**.

V-C 13 NEMACIDE \$2.50 here; \$3.00 by mail. Not shipped with plant orders at all; too heavy. (8-ounce bottle) Use this instead of fume capsules to sterilize your soil; use only **ONE TEASPOON** (1 tsp.) of **V-C 13** to treat **NINE** (9) gallons of potting soil mixture, by this method: Thoroughly mix the **ONE TEASPOON** of **V-C 13** into a quart of water (we think it takes a bit more than a quart of water—you can use more water but **DON'T** use more **V-C 13**!). Now thoroughly mix this quart of solution all through the nine (9) gallons of soil mixture. If you mix with your hands, wear rubber gloves. Let this treated soil stand for **TWO WEEKS** before you use it. After two weeks, it is ready for potting. The manufacturer states it is much better to pot your plants in treated soil than it is to water already-potted plants with **V-C** solution. Many growers are now growing all their plants in **V-C 13** treated soil (if they aren't, they should be!). If you buy plants from these growers, and set them out in non-treated soil in your home, then water them with solution, you are giving them a double dose to some extent, and too much **V-C 13** definitely retards growth and blooming. If you pot them in treated soil, there is no danger of over-dosage.

Reductions would be: **ONE-HALF TEASPOON** of **V-C 13**, mixed in one "heaping" pint of water, to treat 4½ gallons of potting soil mixture; or **ONE FOURTH TEASPOON** of **V-C 13**, in half-pint of water, to treat 2¼ gallons of potting soil; or **ONE-EIGHTH TEASPOON** of **V-C 13**, in a fourth-pint of water, to treat one heaping gallon of potting soil. Remember, if it looks to you like it would take more water, you can "heap" the water measurement a little—but **DON'T** increase the **V-C 13** one drop! Be sure you let the treated soil stand for **TWO WEEKS** before you pot with it (manufacturer's instructions!).

Greenhouses no doubt will continue to steam-sterilize their soil before treating it with **V-C 13**, to get weed seeds; they could not go up and down benches to pull weeds and grass out of pots; but with a small grower, this is a small problem. I can see no need of home growers heating their soil before they treat it with **V-C 13**. Simply use **V-C 13** like some formerly used the fume capsules.

If you insist on potting violets in non-treated soil, and then prefer to treat the potted plant, use **V-C 13** only **ONE-HALF TEASPOON** (½ tsp.) to the **GALLON** of water; no stronger! Thoroughly saturate the established plant with this solution (I would not use it when you first pot your plant; let the roots become established for 2 or 3 weeks first); set treated plants in a location where there is lots of air circulation to dry them down fast; violet roots should not stay very wet too long. **TREAT PLANTS ONLY ONE TIME**. Be sure your solution is no stronger, for a stronger solution definitely retards growth of plant and blooming. Reductions would be: **ONE-FOURTH TEASPOON** of **V-C 13** to a half-gallon of water; or **ONE-EIGHTH** teaspoon of **V-C 13** to a quart of water. Use the little measuring spoons—don't guess.

We cannot understand why the Virginia-Carolina Corporation, Richmond, Virginia, does not put out **V-C 13 NEMACIDE** in a small 2-ounce bottle (or at least a 4-ounce bottle) for the home violet hobbyist; the demand would certainly justify it, for every person who grows violets at all cannot afford to be without this product. We think the Virginia-Carolina Corporation is not showing the violet grower one bit of consideration. If you would all bombard this firm with a postal card shower, asking them **WHY** they don't put out a 2-ounce bottle (or at least a 4-ounce bottle) for the home violet hobbyist, maybe you could induce them to do so. They obviously have no idea of the great need for a smaller size. Why don't you all tell them!

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WE SHIP WITHIN THE UNITED STATES ONLY. We do not ship to any point outside the United States.